

WRONG PEOPLE CRASHING PICTURES!

(See Page 24)

Silver Screen*

July

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Ginger Rogers



The OPENING CHORUS



Acme

Marlene Dietrich starts a new style at the opening of a new picture.

MARLENE DIETRICH appeared at the preview of her latest picture, "The Scarlet Empress," in a divided skirt ensemble, in a most amiable mood, and in Joe Von Sternberg's car. The divided skirt ensemble—which is what comes of mating pants and dresses—will very likely become the rage of the season.

WORRIES you have, doubtless, but consider yourself fortunate not to have this one. There's a guy from the Chinese Theater in Hollywood (where they have those gala openings, you know) who has been chasing Garbo with a block of wet cement for weeks now—but still hasn't managed to get her to patter across it. Sid Grauman of the Chinese is eager to have Garbo be the first star of 1934 to add her footprints to the famous collection he has in the forecourt of his theater. Greta is the second celebrity to have the wet cement brought to her. The first was the shy Charles Lindbergh. It didn't work so well with him—and from the looks of things it isn't going to work much better with La Swede. Maybe she's just sensitive about those feet.

JOHNNY DINMORE has it all figured out and has presented us with the best definition of a stand-in to date. Last month Johnny was only a kid in the neighborhood who played ball with Jackie Cooper nearly every afternoon. When Jackie had to go to Catalina Island on location with the "Treasure Island" company, he asked to have Johnny go along, and Director Victor Fleming thought it a good idea to have Johnny go as Jackie's "stand-in." The first day on his new job Johnny stood listening patiently while an assistant director outlined all he had to do to save Jackie as much weariness under the lights as possible. After the lengthy recitation he turned to Jackie and said, "I get it, kid, I sweat while you sit."

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COVER PORTRAIT OF GINGER ROGERS
BY JOHN ROLSTON CLARKE

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METRO-GOLDWYN-MAYER

MAE WEST



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Send for a Ginger Rogers' Dress Pattern

Note the simplicity of the well-cut collar, and the nifty way the blouse buttons down the front! And then have a glance at the back view. Do you like that little yoke and the inverted pleat? You do! We thought you were that kind of a person. That's the reason we had that perfect little skirt made for you—so that you could tuck your heartbreaking little blouse into it, and go forth to conquer. If you like, the blouse can also be worn with your Spring suit.

WHEN a casting director wants a girl who sort of personifies youth and pep and that old *joie de vivre*, he immediately sends for Mrs. Leila Rogers' little girl, Ginger. Of course he doesn't always get Ginger on account of six other casting directors had the same idea (and may we sarcastically say, the same picture?) and, after all, Ginger has to rest sometimes even if she has got more vim and vigor and healthy vitality than a kindergarten of kiddies. Right now she is having a six weeks' vacation—the first in a long, long time—and what do you think she is doing? Schoolgirl like, she has taken a great interest in drawing lately, and instead of rushing off to Paris or London on a grand spree like so many of the other movie people, she's staying right at home taking a lesson every morning and doing awfully cute things in black and white.

Of course they do say that Lew Ayres is another reason why Ginger stays in Hollywood instead of loping about the country—and rumor has it that she and Lew may fly to Yuma just any time. Nearly every Sunday finds Ginger and Lew smacking balls at each other on Lew's tennis court, followed by a dip in the pool, and then in the late afternoon ping pong. Usually a lot of the younger set in Hollywood gather at Lew's on a Sunday, but there are very few of them who can beat Ginger at tennis—and practically none who can beat her at ping pong, for at that sport she is in the vicinity of being a professional.

After the release of "Flying Down to Rio" (which picture, I have been reliably informed by those who make a study of such things, is making more money for dear old RKO than "Little Women") the studio started receiving thousands of letters requesting, begging—yep, demanding no less—that Ginger Rogers and Fred Astaire be teamed in another picture immediately. Fred had a date with the London stage, so it couldn't be done immediately, but now he is back in Hollywood and, just as soon as Ginger's had her vacation, production will start on "The Gay Divorcee," teaming Rogers and Astaire in some of the most exciting dances and delicious comedy and songs you've ever listened to. And, after that, RKO plans to put Ginger and Fred in "Radio Revels," that famous radio colossal production which will have Radio City in New York for its locale. So it looks like you'll be seeing Ginger.

Ginger lives in a quiet little house in the Hollywood hills. She has scads of boy friends who always want to clutter up the place—but when Ginger works she works and goes to bed early. She has the most beautiful shade of reddish gold hair, fair skin and blue eyes—and if you're interested in the proportions of her well-nigh perfect figure you can find them in the June SILVER SCREEN.



The two-piece dress that Ginger Rogers wears on the cover of this issue of SILVER SCREEN is made in a plaid gingham. This dress is also adapted to the plain, figured or crossbarred linens, muslins, silks and even sheer woolens.

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A Gallery for PICTURE FANS



Dick Powell and Ruby Keeler at Laguna Beach.

Longworth

RUBY KEELER

HER next picture is "Dames" with Dick Powell. Ruby finds the sport of surf fishing fascinating and the fish must look in vain for legs more precious than Ruby's.





Gary Cooper, who was also at M-G-M, making "Operative 13" with Marion Davies, called upon William Powell and Myrna Loy on "The Thin Man" set.

WILLIAM POWELL

MANHATTAN MELODRAMA" was Bill's first at M-G-M, but he is too good a trouper to let a little thing like a change in studios upset the suave elegance of his style. It was in 1923 that William first saw the shadows and there has never been another with as great a degree of shrewd controlled menace as he. The honor-winning "One Way Passage" was a tribute to him. He will next make "The Thin Man"—a fine part. Bill is the wit of Hollywood. One day the arrival of the ladies spoiled a story and Bill sadly deleted the punch of his narrative. As it fell flat, he smiled and quoted Iris March: "I died for Purity." Quick and clever, that's Bill.



John Boles and Ann Harding in "The Life of Vergie Winters."



Knitted caps are so smart, and Ann proves it.



John Michle

ANN HARDING

CROSSES mark the spots. Ann Harding in a bathing suit about to plunge into her own hilltop pool. Ann, a natural blonde, has the subtlety of color—the natural peachy bloom that makes her bleached sisters grow pale with envy.



"Come On"

Jean Howard's suit is a "Sea Tweed"—Bullock's, Los Angeles. Linda Parker's suit is "The Dolphin"—Best & Co., New York. Mary Carlisle's suit is a "Brassette" model—J. W. Robinson Co., Los Angeles. Ruth Channing's suit is a "Sea Tweed"—Rothschilds, Oklahoma City. Muriel Evans' suit is a "Penguin" model—Marshall, Field & Co., Chicago. Kay English's suit is a "Sea Tweed"—John Wanamaker Men's Store, Philadelphia, Pa. Una Merkel's suit is a "San Tropez" model—Famous-Barr, St. Louis, Mo. All models mentioned are by B. V. D.

Jean Howard, wearing her choice for beach and breakers, a striped pull-over shirt over a "Sea Tweed" suit.



A "Sea Tweed" suit is worn by Ruth Channing, one of M-G-M's beauties. She selected a chevron pattern in two-color stripes.

Little Linda Parker wears "The Dolphin," a suit of "Perlnit" fabric with straps in contrasting color.

In "

The Water's Fine, the Girls
Are Beautiful, and Romance
is in Season.

L



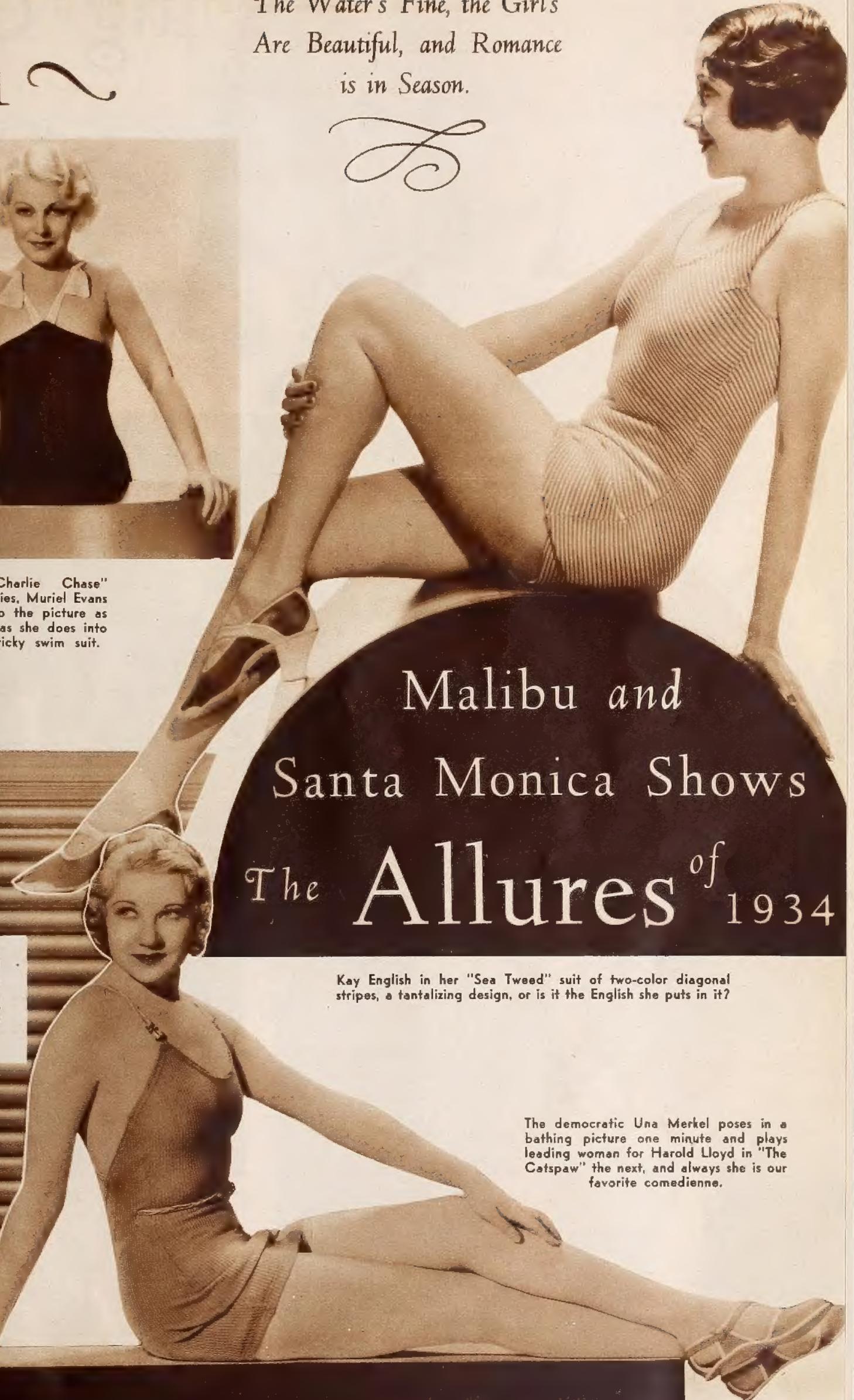
In "Charlie Chase" Comedies, Muriel Evans fits into the picture as neatly as she does into her tricky swim suit.



Mary Carlisle enjoyed riding high in her big part in "This Side of Heaven." But summer days bring them all down to sea level.

Malibu and
Santa Monica Shows
The Allures ^{of} 1934

Kay English in her "Sea Tweed" suit of two-color diagonal stripes, a tantalizing design, or is it the English she puts in it?



The democratic Una Merkel poses in a bathing picture one minute and plays leading woman for Harold Lloyd in "The Cat's Paw" the next, and always she is our favorite comedienne.